



TENNESSEE DEPARTMENT OF

EDUCATION

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International Business and Marketing

Primary Career Cluster:	Marketing
Consultant:	Joy Smith, (615) 532-6248, Joy.Smith@tn.gov
Course Code(s):	5935
Recommended Prerequisite(s):	One marketing or business technology credit: Business Principles (1); Business Economics (½); American Business Legal Systems (½); Marketing (1); Virtual Enterprise International (1-2)
Credit:	1-3 Credits, including work-based learning
Grade Level:	8-12
Aligned Student Organization(s):	DECA: www.decatn.org FBLA: www.fblatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Teacher Resources:	http://www.tn.gov/education/cte/Marketing.shtml

Course Description

International Business and Marketing is designed to provide students the opportunity to develop skills needed to live and work in a global marketplace. The student will acquire the attitudes, knowledge, and skills for entry-level international business and marketing occupations. This will include but is not limited to political, legal, financial, economic, and social/cultural considerations. *(Specific activities will require use of the Internet and application software.)*

Course Standards

Standard 1.0

The student will compare the way in which business and marketing is conducted domestically versus internationally.

The student will:

- 1.1 Define and examine the international business and marketing environment.
- 1.2 Analyze international and domestic business and marketing activities.
- 1.3 Assess the sources of assistance for international business and marketing.
- 1.4 Evaluate the uses of technology in the global market.
- 1.5 Evaluate the impact of international business and marketing to the local and state economies (including green marketing and labor procedures).

Sample Performance Task

- Prepare a presentation that shows examples of domestic and international businesses in the local area.

Standard 2.0

The student will evaluate the social and cultural differences among nations.

The student will:

- 2.1 Evaluate how cultures and subcultures influence business and marketing. (Social Studies)
- 2.2 Inspect the types of values that vary from culture to culture. (Social Studies)
- 2.3 Analyze the components of social organization that affect cultures. (Social Studies)
- 2.4 Demonstrate the verbal and nonverbal communication appropriate for various cultures. (Social Studies and Language Arts)

Sample Performance Task

- Establish a communication link to a student in another country using technological resources.

Standard 3.0

The student will evaluate economic considerations and systems in international business and marketing.

The student will:

- 3.1 Investigate and analyze the types of government and economic systems. (Social Studies)
- 3.2 Compare and contrast the types of economic systems.
- 3.3 Evaluate economic principles affecting international trade. (Social Studies)
- 3.4 Examine levels of economic progress and development in the world. (Social Studies)

Sample Performance Task

- Use a recent news article dealing with economic change and describe or debate the impact the change will have on the global economy.

Standard 4.0

The student will analyze the management and marketing principles of international business and marketing.

The student will:

- 4.1 Evaluate the role of entrepreneurs in a global economy.
- 4.2 Evaluate the most common types of training and development for international personnel.
- 4.3 Evaluate various market segments to select a target market.
- 4.4 Utilize various methods of data collection for use in international marketing research.
- 4.5 Compare branding and packaging techniques used in global markets. (Language Arts)
- 4.6 Propose product opportunities for international marketing.



- 4.7 Assess unique pricing factors for global markets.
- 4.8 Discuss differences in advertising worldwide.

Sample Performance Task

- Determine a suitable international target market for a particular product.

Standard 5.0

The student will evaluate legal, ethical, and financial considerations for international business and marketing transactions.

The student will:

- 5.1 Examine the major types of taxes placed on businesses and individuals by governments around the world. (Math)
- 5.2 Identify and distinguish between types of trade agreements.
- 5.3 Define and analyze the steps of importing and exporting.
- 5.4 Examine how currency systems and money affect international trade. (Math)
- 5.5 Investigate the various methods of payment and financing sources used in international trade. (Math)
- 5.6 Inspect the components of international law and how they protect businesses.
- 5.7 Explore legal avenues to solve international disputes.
- 5.8 Analyze the activities of international bond and stock markets. (Math)
- 5.9 Compare the use of equity and debt capital in international businesses. (Math)
- 5.10 Categorize the types of international financial institutions.
- 5.11 Evaluate the types of risks and risk management in the international business environment.

Sample Performance Task

- Interview an executive in a business that imports or exports merchandise from foreign countries. Prepare an oral report on the procedures for purchasing and transporting the merchandise to and from the United States.

Standard 6.0

The student will prepare international communication and trade documentation.

The student will:

- 6.1 Create various documents used for international trading. (Language Arts and Technology)
- 6.2 Analyze the use of computers in preparing communication and documentation for an international business. (Language Arts and Technology)

Sample Performance Task

- Research an international business and prepare a presentation with graphics describing its use of computer technology.



Standard 7.0

The student will demonstrate organizational and leadership skills.

The student will:

- 7.1 Demonstrate knowledge of DECA.
- 7.2 Utilize critical thinking in decision-making situations.
- 7.3 Compare and integrate personal characteristics needed in leadership situations.

Sample Performance Tasks

- Join and participate in DECA.
- Make a passing score on an oral or written evaluation on DECA and leadership.
- Compete in regional, state, and national DECA competitive events.
- Run for state or national DECA officer.
- Participate in group projects.
- Organize a DECA project.
- Prepare a written proposal for a new business venture
- Enter the International Business Plan DECA Event.

Standard 8.0

The student will demonstrate the importance of academic integration in the area of International Business and Marketing.

The student will:

Language and Fine Arts

- 8.1 Utilize proper grammar and writing skills.
- 8.2 Utilize effective communication skills.

Mathematics

- 8.3 Demonstrate an understanding of the properties of real numbers.
- 8.4 Apply algebraic procedures to solve equations and interpret results.
- 8.5 Interpret real data.
- 8.6 Demonstrate competencies in derived and indirect measurements.

Social Studies

- 8.7 Assess the impact of economic historical events.
- 8.8a Explore psychological and sociological patterns of individuals.
- 8.8b Analyze characteristics of a population.
- 8.9 Examine legal and ethical issues affecting International Business and Marketing.

Science

- 8.10 Evaluate environmental concepts in business.



- 8.11 Recognize the influence of science in product development.
- 8.12 Analyze the use of natural resources in economic systems.

Standard 9.0

The student will review and analyze safety guidelines and regulations as related to International Business and Marketing.

The student will:

- 9.1 Complete a general safety test with 100% accuracy as related to International Business and Marketing.

